

Message Text

LIMITED OFFICIAL USE

PAGE 01 KUALA 00660 250809Z
ACTION EB-08

INFO OCT-02 EA-10 ISO-00 L-03 FRB-03 OMB-01 ITC-01
SP-02 USIA-06 AGRE-00 AID-05 CIAE-00 COME-00
INR-07 LAB-04 NSAE-00 SIL-01 STR-06 TRSE-00
CEA-01 SS-15 /074 W
-----130097 252157Z /61

R 250700Z JAN 78
FM AMEMBASSY KUALA LUMPUR
TO SECSTATE WASHDC 1944
INFO AMEMBASSY TOKYO

LIMITED OFFICIAL USE KUALA LUMPUR 0660

E.O.11652: N/A
TAGS: ETRD
SUBJECT: TV EXPORTS TO THE U.S.

REF: STATE 16403

1. ACCORDING MR. TAN KIM CHONG OF GOM'S FEDERAL INDUSTRIAL
DEVELOPMENT AUTHORITY (A BRITISH FIRM) IS THE ONLY
MANUFACTURER IN MALAYSIA EXPORTING COLOR T.V. SUBASSEMBLIES
(MAINLY TO U.K.).

2. MATSUSHITA (A JAPANESE FIRM) HAS BEEN PRODUCING CUNDTV
UNITS AT ITS SHAH ALAM FACTORY FOR THE PAST THREE YEARS FOR
SOUTHERN STATES OF JOHORE AND MALACCA WHICH CAN RECEIVE COLOR

TRANSMISSION FROM SINGAPORE. THEY PLAN TO STEP UP PRODUCTION
TOWARDS THE END OF THE YEAR TO MEET LOCAL MALAYSIAN DEMAND

(MALAYSIA EXPECTS TO BEGIN COLOR TV TRANSMISSION LATER THIS YEAR).
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3. A LOCAL FIRM, EAST COAST ELECTRONICS SDN. BHD. ALSO PLANS
TO BEGIN ASSEMBLY OF COLOR SETS FOR DOMESTIC MARKET IN COLLABORATION
WITH A JAPANESE ELECTRONICS COMPANY, NEC, IN A FEW MONTHS TIME.

4. MANY OF THE MANUFACTURERS OF BLACK AND WHITE TELEVISION

SETS IN MALAYSIA ARE ALSO INTERESTED IN GETTING INTO ASSEMBLY OF
COLOR TV'S. IT APPEARS, HOWEVER, THEY WILL BE TOO EXPENSIVE
(BECAUSE OF LOCAL CONTENT RULES) FOR U.S. MARKET. ESTIMATES ARE
THAT EACH COLOR TV IN MALAYSIA WILL COST ABOUT US\$1,270.
MILLER

NOTE BY OC/T: #KUALA LUMPUR 660, AS RECEIVED, CORRECTION TO FOLLOW.

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NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EXPORTS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 jan 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978KUALA00660
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780037-1086
Format: TEL
From: KUALA LUMPUR
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780125/aaaaaur.tel
Line Count: 69
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 24cfa1e0-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: ONLY
Reference: 78 STATE 16403
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27 apr 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3717928
Secure: OPEN
Status: NATIVE
Subject: TV EXPORTS TO THE U.S.
TAGS: ETRD
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/24cfa1e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014